



Generation Food – Project Charter

1. A positive approach is key. The transformation to a sustainable food system is a positive, inclusive search.
2. We stimulate (social, economic and ecological) innovation en entrepreneurship. Through Generation Food new techniques, concepts and services are developed. These seek to maximise the positive impact on our food system and minimize the negative impact.
3. We focus on the potential of innovative practices to create a huge societal and ecological impact if these practices get noticed, scaled up and connected with the broader food industry.
4. We work on the basis for a sustainable food system and communicate with clear, strong, co-creative messages and inspiration, without becoming indifferent for the existing diversity in society and agro-food sector.
5. We want to make progress in this area with a group of initiators (current partners) that work on Generation Food and the food system of the future. This group can (and must) be expanded, when there's a clear engagement from interested organisations. The partners contribute to:
 - a. Internal support within the different organisations.
 - b. Stimulate other actors to take action.
 - c. Inspire the food sector in general.
6. We strive for delicious, sustainable and healthy food diets and balanced, circular, revalued and local food production system.
 - a. With sensitivity for cultural, social and economic aspects of food and food production.
 - b. With special attention to strengthen urban and rural connections.
7. We stimulate collaboration along the whole food chain, to make work of concrete solutions that work for everyone. We envision equal distribution of effort, costs, risks and gains.
8. We take into account the link to other sectors (energy, health, transport, materials,...).
9. We handle and stimulate a 'failing forward' approach. To make it possible for us and (potential) entrepreneurs to experiment, make mistakes and to learn from them.
10. We do not forget the importance and complementarity of a commercial approach to Generation Food. We strive for sustainability in the long term. A clear business plan is an important goal and leading principle for Generation Food.



Ondertekend door:



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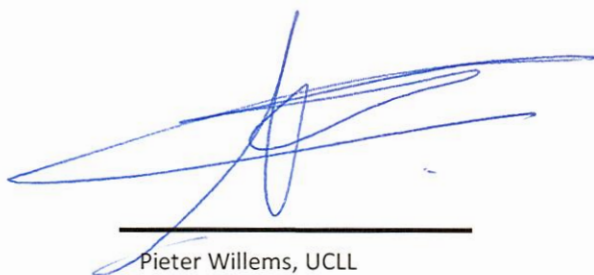
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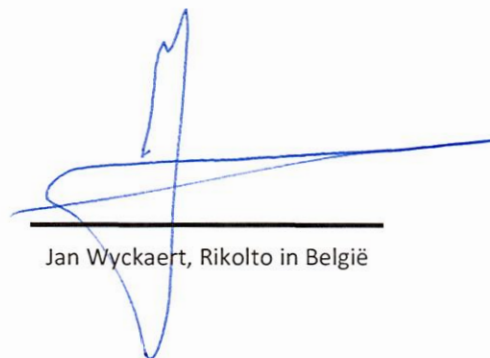


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Met de steun van de provincie Vlaams-Brabant.